MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BMK 3164 – INDUSTRIAL MARKETING

(All sections / Groups)

16 OCTOBER 2018
09:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 4 questions only.

2. Answer **ALL FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

The balanced scorecard provides managers with a performance measurement system that can be linked to a company's business marketing strategies. Identify and briefly describe the four perspectives of performance in the balanced scorecard.

(25 marks)

QUESTION 2

What are the differences between a sustaining and disruptive innovation? Explain the differences in creating new-growth businesses represented by sustaining innovations, low-end disruptions, and new market disruptions.

(25 marks)

QUESTION 3

A large consumer goods company recently entered the business market with a new product with broad industrial application. They are in the process of determining the appropriate price for the product. Discuss the role of costs in determining price and indicate some of the key cost considerations that must be evaluated in setting price.

(25 marks)

QUESTION 4

Dell Computer entered into a strategic alliance with Lexmark, a producer of printers and ink cartridges, to provide a more direct challenge to Hewlett-Packard (H-P) - the market leader in printer and cartridge sales. Clearly, this will take time and a well-conceived strategy by Dell because H-P has about 50 percent market share in printer sales and a huge installed base of printer customers around the world. For this strategic initiative in the printer business, describe how Dell might use a strategy map to illustrate objectives, targets, and strategies as well as measures it might use to assess its performance in this new business.

(25 marks)

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